

Thanks for watching the Maryland Heritage Areas Authority FY 2023 webinar for MHAA Project Grant Applicants

If you're watching the recording and have questions, please email andrew.arvizu@maryland.gov

# Today's Agenda

**Introductions** 

Reference Documents

Heritage Areas & MHAA 101

**Project Grants** 

- Who is eligible?
- Types of project are funded?
- What are eligible expenses?

Application & Award Schedule

Application Tips

Online Application System



Thomas Viaduct - Patapsco Valley Heritage Area

# Reference Documents

- Grant Guidelines All of today's information can be found here
  - Appendices:
    - Selection Criteria and Sample Score Sheet
    - Grant terms and conditions
    - Local heritage areas' contact info and deadlines
    - Sample budget
    - Proof of non-profit status
    - Photograph requirements
    - Property owner consent sample letter
    - Department of Natural Resources approval process
    - APPLICANT CHECKLIST



MARYLAND HERITAGE AREAS AUTHORITY

GRANTS PROGRAM

#### **PROJECT GRANTS GUIDELINES**

(Capital and Non-Capital Projects)
Fiscal Year 2023



Maryland Heritage Areas Authority
Maryland Historical Trust
100 Community Place
Crownsville, MD 21032
mht.maryland.gov

## Reference Documents

- Grant Guidelines
- Grant Manual
- A copy of these slides and a link back to this webinar

•Find them all here: bit.ly/mhaa-grants



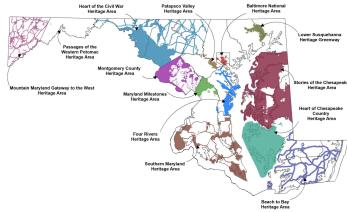
Concord Point Lighthouse – Lower Susquehanna Heritage Greenway

# What are Heritage Areas?

Locally designated, certified by State

Concentrations of heritage and education resources for visitors and residents

 13 Certified Heritage Areas



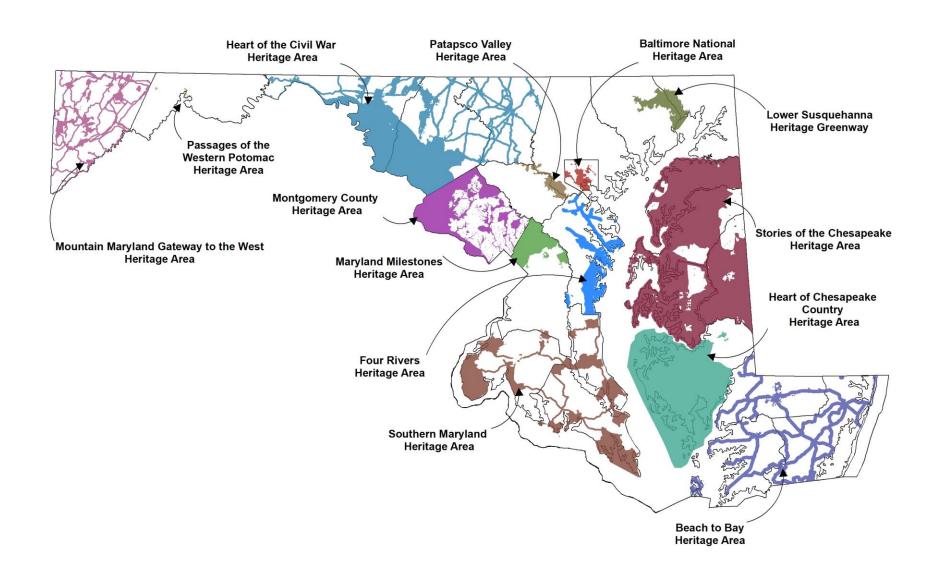
# What are Heritage Areas?

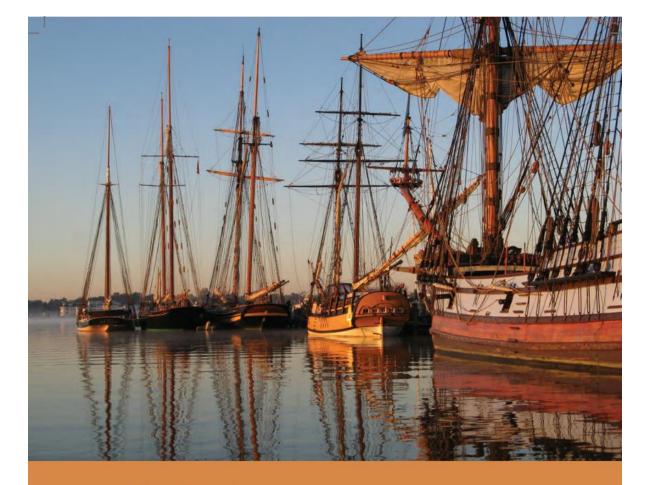
Heritage areas support the economic well-being of Maryland's communities by preserving and celebrating the State's history, cultural traditions and natural resources through partnerships that promote, support and create place-based experiences for visitors and residents alike.

# Defining Heritage Tourism

"Heritage Tourism is traveling to experience the places and activities that authentically represent the stories and people of the past and present. It includes historic, cultural, and natural resources."

National Trust for Historic
 Preservation





#### **Maryland Heritage Areas Program**

Charting A Sustainable Course for the Next Decade: 2010-2020

Approved by the Maryland Heritage Areas Authority October 2009

https://mht.maryland.gov/documents/PDF/MHAA/MHAA\_StrategicPlan.pdf

# MHAA's Program Goals

#### 1. Developing Heritage Tourism Product –

- Creating or enhancing place-based
- Giving the State Tourism Office more to market to the consumer
- Maryland residents benefit from access to the same place-based experiences and from economic development

#### 2. Building Partnerships -

- Engaging all partners and leveraging resources
- Bringing both common and uncommon partners together to focus on projects of mutual benefit
- Bringing disparate state and local entities together around a common, local vision
- Helping to build organizational capacity

#### 3. Sustaining Regional Identity –

- Showcasing each area's distinctive archaeological, cultural, historic, and natural assets
- Applying approaches that are unique to, and respectful of, local geography
- Making heritage areas relevant to present and future generations

## What is MHAA?

- •Maryland Heritage Areas Authority
- Independent state government entity, staffed by the Maryland Historical Trust
- 19 member body, including representatives from 9 state agencies (2 currently non-voting)
- Up to \$6 million annually from DNR's Program Open Space



April 2018 MHAA Away Meeting – Annapolis Maritime Museum Campus, Four Rivers Heritage Area

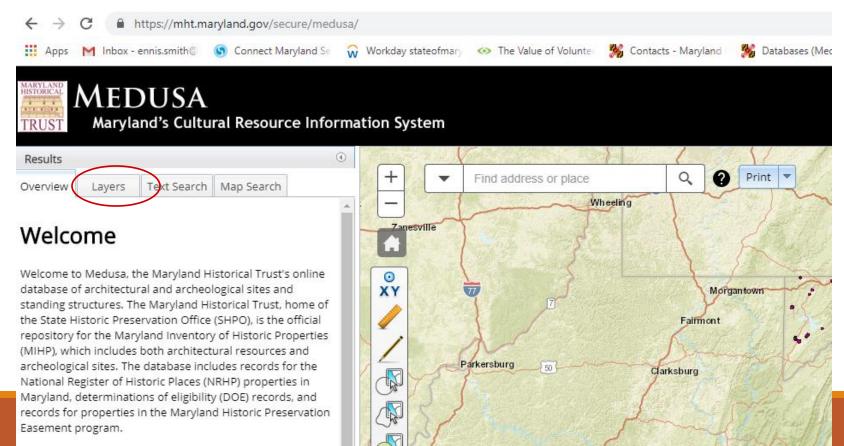
# How do MHAA and your local heritage area work together?

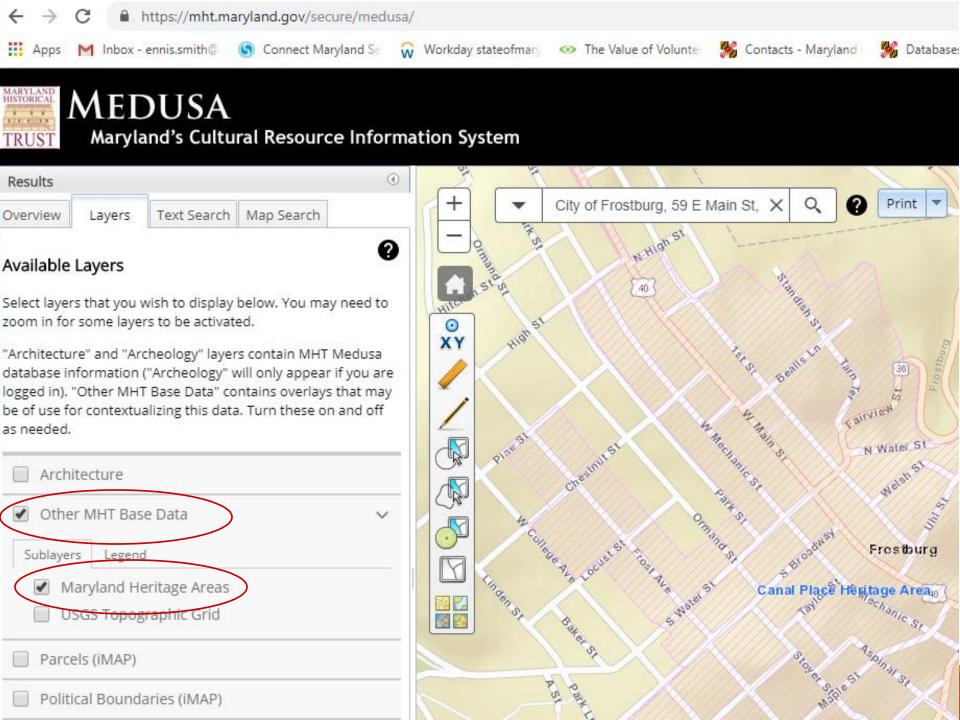
- MHAA provides and administers:
  - Project grants
  - Funds to be used for mini-grants
- The 13 Heritage Areas:
  - Administer mini-grants (sometimes referred to as seed grants)
  - Provides assistance in completing project grant applications
  - Rank project grants before passing them on to MHAA
  - Provide technical assistance to organizations and MORE!

# Eligibility: Is my project in a heritage area?

https://mht.maryland.gov/secure/medusa/

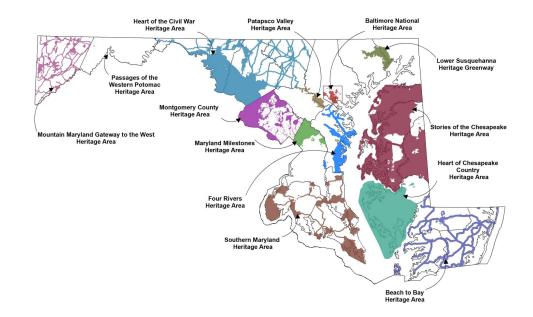
https://bit.ly/HA-Status





# **Boundary Amendments**

- Talk to your local heritage area director ASAP
- It's possible they are already undertaking or will be starting a boundary amendment process soon



# Who is eligible for MHAA Grants?

- Non-profits
- Local jurisdictions
- State agencies
- Federal agencies



Kids in Kayaks, a program of the Baltimore National Heritage Area and the National Park service

### **Grant Schedule**

- **January 28, 2022** Intent to Apply forms due (by 11:59 pm)
- February 25, 2022: Multi-Heritage Area full applications due
- Late February-early April: Full applications for MHAA project grants must be submitted online (date set by local heritage area)
- July 14, 2022: Grant award emails sent, projects may begin
- September-January: Grant agreements mailed
- November 2022 March 2023: First disbursements issued

# Heritage Area Grant Deadlines

(See page 18 in the Guidelines)

Maryland Milestones / ATHA -

March 4, 2022

Baltimore National –

March 1, 2022

Passages / Canal Place -

March 8, 2022

Four Rivers / ALTSCHA -

March 8, 2022

Heart of Chesapeake Country –

February 28, 2022

Heart of the Civil War -

Feb 11, 2022 (optional draft)

March 1, 2022(final)

Beach to Bay / Lower Eastern Shore -

March 18, 2022

Multi-Heritage Area -

Feb 26, 2022

Lower Susquehanna –

March 3, 2022

Montgomery County HA –

March 18, 2022

Mountain Maryland –

March 1, 2022

Patapsco Valley –

March 11, 2022

Southern Maryland -

March 31, 2022

Stories of the Chesapeake -

March 11, 2022

# Types of Project Grants



Capital



Non-Capital

All MHAA grants require dollar-for-dollar matching contributions from grantees.

\*You may re-apply for grant projects that were previously converted to operating due to COVID-19

# Capital Project Grants

#### •Must meet the Targeted Investment Criteria

- Examples of Activities: acquisition, development, rehabilitation, restoration, pre-development, trails
- May require conveyance of an easement to MHT
- Subject to "Section 106" compliance review
- Does NOT have to be a "historic" property



Winans Chapel, Baltimore Herb Festival -Baltimore National Heritage Area

**•**\$5,000 **-** \$100,000

#### MHT Preservation Easements

- As a condition of your grant, MHAA may require conveyance of a **term** historic preservation easement to the Maryland Historical Trust (MHT).
- This requirement applies only to **MHAA Capital Grants** on historic properties listed on, or eligible for listing in the **Maryland Register**; even if your property falls into this category, MHT may or may not require an easement.
- The length of the term is dependent on the amount of the grant and the duration of the grant project (see page 17 of the Grant Guidelines for details).
- The minimum term easement is 15 years, regardless of grant amount.
- Additional grants would result in additional years of easement term.

# Non-Capital Project Grants

- <u>Activities</u>: planning, interpretation, events, exhibits, brochures, technology, websites, archaeology, research, wayfinding signage
- \$5,000 \$50,000



Exhibit at the Harriet Tubman Underground Railroad State Park and Visitor Center in the Heart of Chesapeake Country Heritage Area. Photo by Meg Maddox

# Ineligible expenditures for ALL Project Grants

#### No overhead fees for the applicant organization

 Non-profits applying for non-capital grants may include an "indirect costs" line item in their budgets; this is limited to 10% of grant funds (Guidelines, pages 6 – 7)

#### No staff salaries

- Consultant fees are eligible grant expenditures
- The value of staff time spent on the project is eligible as the grantee's match

#### No project marketing

Eligible as grantee's match

# Grantee's Required Match

# All MHAA Grants Require 100% Match (any combination of cash and in-kind)

- For every dollar of state support, must contribute one dollar of applicant support
- Match cannot be spent outside the grant period, or on an unrelated project.
- Other Project Costs ("Over Match")
  - Important to report this so we can see how much money is being leveraged with state funds.
- Other State funds are not permitted for use as the grantee's match contribution, <u>except</u> for staff time from state employees for time spent on the project

## One-to-one Match

#### Types of Match

- Cash expenditures
- The value of staff time spent on the grant project
- Volunteer time spent on the project (currently \$31.29 per hour for general volunteer time; see http://independentsector.org/volunteer\_time)
- Donated / discounted professional services
   (use the hourly rate that is applicable for the service provided)
- Donated / discounted materials

# Minimum Project Grant Awards:

\$5,000 grant

+ \$5,000 grantee's required contribution

\$10,000 project

# Alignment with Local HA Goals

Eligible projects **must** be consistent with the local heritage area's goals, objectives, strategies and actions.

#### For details, please consult the heritage area's:

- Management Plans https://mht.maryland.gov/heritageareas.shtml
- Subsequent planning documents (Five Year Plan, Annual Plan)

Talk with your local heritage area staff.

# Consistent with Management Entity Goals and Objectives

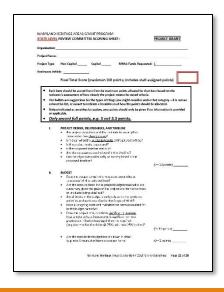
#### What does that mean? Examples:

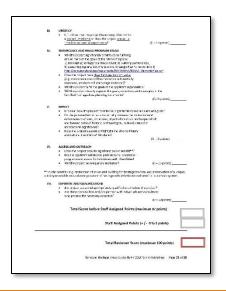
- Project (not just the organization) is specifically identified in the planning documents
- Project links a heritage tourism product to the themes of the local heritage area
- Project creates a heritage tourism product that achieves a particular goal of the local heritage area

Be specific. "It will make the HA better" is not a strong argument. Tell us why and how.

# Review Process & Criteria

- Local review and State review
- Refer to pages 13 14 of the MHAA FY 2023 Project Grant Guidelines for a more information and a sample scoring sheet.





## Review Criteria

Project Design, Deliverables, & Timeline Budget Line
Items & Budget
Documentation

Urgency

Significance & MHAA Program Goals

Impact

Access & Outreach (Public Benefit)

Expertise & Qualifications

Refer to <u>sample</u> <u>score sheet</u> for details.

Local heritage area alignment

# **Grant-Writing Tips**

Read the Grant Guidelines before beginning the application

Don't wait until the last minute

Ask questions if you aren't sure

# **Grant-Writing Tips**

Before starting to write, ask yourself & your organization:

- Why are we doing the project?
- What is the timeline? Is there flexibility in the timeline to allow for receiving grant funds?
- How does the project fit into your organization's "Big Picture"?
- What are the steps you need to take to finish the project?
- Who will undertake the work?
- What is the desired outcome?

# **Grant-Writing Tips**

- Have a clear and detailed budget and description
- Have someone unfamiliar with the project read your application
- Give your project a unique and descriptive name,
   one that is different from previous grants
- Provide as much detail as is requested
- Make sure your match is strong and in hand or committed if possible

#### Your Project Description, Deliverables, Timetable and Budget should all align.

The Anytown Museum will utilize MHAA grant funds to create a new **exhibit** on watermen. One or more **consultants** will be hired to **design** and **fabricate the exhibit**, and **design** and **print** 20,000 copies of a **brochure** to accompany the exhibit.

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Hire Exhibit Consultant Jul 2022 **Exhibit Design** completed Dec 2022 Jan 2023 **Fabrication** Begins Mid Project Report Jan 15, 2023 **Brochure Design** finalized Feb 2023 **Exhibit Finished** Mar 2023 **Brochure Printed** Jun 2023 Final Report Aug 15, 2023

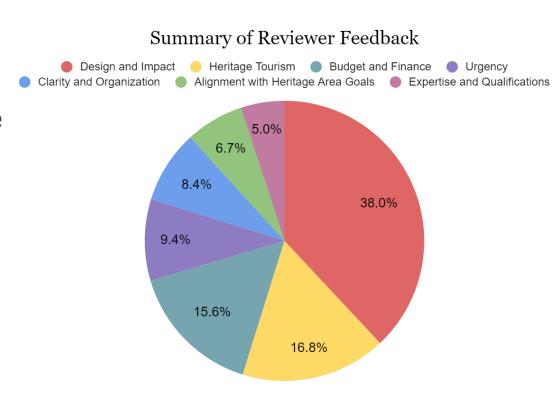
# Budget: Exhibit Design Consultant (\$50/hr, 400 hrs) \$20,000 Exhibit Fabrication \$40,000 Brochure design \$5,000 Brochure printing (20,000 @ \$.50 each) \$10,000

# More Tips

- Provide visuals where appropriate:
  - Maps, photographs, plans
  - Upload in Word or PDF formats
- If something needs maintenance, explain how it will be maintained
  - Examples: deteriorating trails, defaced signs, annual licensing fees
- Follow the directions in the online forms
  - Fill in all required fields
  - Save and back-up your work often

# Advice from Reviewers

- Clearly define a heritage tourism product
- Explain how your project will help the local community, and how the project will bring people to your heritage area
- Make a strong "elevator pitch" in your project summary. Only a portion of the reviewers are assigned to read and score your full application.
- Craft your application to be read by panelists from a variety of professional backgrounds



### Advice from Reviewers

- Answer the questions on the application don't just write what you think the reviewers want to hear.
- If your project is primarily a planning or documentation project, you need to focus on how that planning or documentation will lead <u>directly</u> to a heritage tourism product.
  - Be specific, and have a specific heritage tourism product identified, even if it's a future phase
- How will your project create partnerships?
- How will you make sure deliverables are accessible for people with disabilities?

## DNR Approval Process (Appendix H)

- For those projects that will take place on land owned by the Maryland Department of Natural Resources (DNR):
  - You must obtain approval for your proposed project prior to submission of your application
  - Standard form included in FY 2023 MHAA Guidelines (pg. 25-26)
  - Submit the form by email to <u>Shane.Johnston@maryland.gov</u> (for MD Park Service sites)
  - Allow 30-45 day turn around for DNR review
    - Keep your email documentation showing you submitted the form to DNR and gave DNR time for review before the MHAA application deadline.

## Action Items to Prioritize:

Submit your Intent to Apply: Due January 28, 2022

#### https://mht.maryland.gov/grants.shtml

- Read the MHAA FY 2023 Guidelines, use the checklist we provide, and add to that checklist if necessary
- Talk with staff of your local Heritage Area about how your project aligns with their goals
- Ask your legislators and partners for letters of support by June 1
- Obtain a property owner letter (if applicable)
- Obtain DNR approval or letter from the county schools (if applicable)
- Start building your budget (Get estimates for specific line items)

#### Financial Incentives in Maryland Heritage Areas

Intent to Apply forms are now being accepted for the MHAA FY 2023 grant round. **The deadline is 11:59 pm on Friday, January 28, 2022**. The Intent to Apply form is the required first step in a two-step application process and must be submitted through our online grant application portal.

Full applications are due later in the spring, with the deadlines established by the local heritage areas.

Click here to sart a new Intent to Apply form. To continue a FY2023 application you have already started, please click the My Grant Account button at the top of the left-hand sidebar to log in.

MHAA will be hosting a series of webinars and Q&A sessions for the FY2023 MHAA grant round. Please click here for a flyer with full information, and a link to register.

Financial incentives for the Maryland Heritage Areas
Program are awarded by the Maryland Heritage Areas
Authority (MHAA). To apply, an organization must meet
one of the following criteria:

- be located within the boundaries of a certified Heritage Area, or
- have a project that takes place within the boundaries of a certified Heritage Area.



https://mht.maryland.gov/heritageareas\_partners.shtml

Project Title	
What type of project are you requesting funding for?  The following types of activities are eligible to receive MHAA funding:	
<ul> <li>Capital - Acquisition, Development, Rehabilitation, Restoration, Pre-Development (Construction and</li> <li>Non-Capital - Planning, Research, Interpretation, Exhibits, Digital Resources, Signage, Archeology, Econferences, Performances, Commemorations, Festivals</li> </ul>	
☐ Capital (MHAA) ☐ Non-Capital (MHAA)	
Project Description Briefly describe your project, including what your end results and products will be.	
briefly describe your project, including muce your end results and products min set	✓
Word count 0 of 150	
Benefit to the Heritage Area  Briefly discuss how your project will benefit heritage tourism in your local heritage area.	
	✓

Project Budget		
When typing in dollar amounts, only enter numbers. Round the amounts to the nearest dollar.		
* MHAA grant funds requested The minimum amount you can request is \$5,000. The maximum amount is \$50,000 for non-capital projects and \$100,000 for capital projects.		
<ul> <li>* Total Matching Funds Expected</li> <li>Your organization must match MHAA funds dollar-for-dollar, with any combination of cash and in-kind contributions.</li> <li>This means that if you receive a \$5,000 grant, your organization must spend an additional \$5,000 on the project using non-state sources of funds.</li> <li>This match may be "in-kind," meaning it may consist of volunteer hours you plan to spend on the project (currently valued at \$29.51 per hour) and the documented value of donated services and materials.</li> <li>All match must be spent after the grant is awarded.</li> <li>If you plan to spend additional match, beyond the required dollar-for-dollar match, list the total amount of non-state funds you anticipate spending on the project here. Leveraging more than the required one-to-one match is not a requirement and will not mean that your project is more likely to be funded.</li> </ul>		

Save & Finish Later

Review

Submitting an Intent to Apply form online before mid-night on **January 28, 2022** is required.

Nothing you write in your ITA is set in stone. You can change it in the full application.

We recommend that you print a copy of your ITA for your records.

## Need to access an ITA you already started? Go to "My Grant Account"



### Next Steps: After you submit an ITA

- Intent to Apply form feedback from the local heritage area
- Complete the Full Application by your local heritage area's deadline
- You may not hear from us until around July 2022 if your application was complete and there are no questions from reviewers

OR

 MHAA staff <u>may</u> reach out to the primary contact for the project with questions. Check your email and/or voicemail please.

## Call into our Virtual Q&A Sessions

Wednesday, January 12

11:00 am to 12:00pm

Thursday, January 20

6:00 pm to 7:00 pm

Wednesday, January 26

4:30pm - 5:30 pm

Log-in and call-in information:

Join Here

OR call in via phone:

1 617-675-4444

PIN: 929 465 426 2960#

### Questions?

### Next on the Agenda:

Our Online Application System Basics

You may not need to watch this part, if you feel comfortable with the online system for applications.

# Online Grant Application

HOW TO USE THE SYSTEM

## Start your Intent to Apply Form

Begin by clicking the Intent to Apply link on the MHT website:

https://mht.maryland.gov/heritageareas\_partners.shtml

It is on the Grants page under Funding

About the Intent-to-Apply:

Required first step for EVERY application

Due **January 28, 2022** 

Details of your project can change between the Intent to Apply and the Full Application

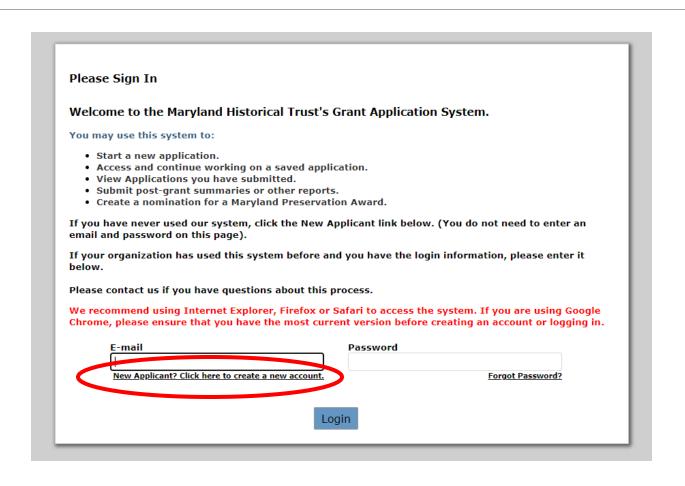
### Create an Online Account

Each organization should have a single account

- The account can be transferred to another person.
- Multiple accounts can view an application.
- Only one account can edit.

The email that is used to create the grant application will be the email that gets systemgenerated correspondence

### Create an Online Account



### Create an Online Account

New App	olicant?
ime. It al	It allows you to access your saved and submitted applications at any so allows us to send you a submission confirmation e-mail and notify itional information is necessary to process your application.
E-mail	
I	
Confirm E	-mail
Password numbers)	(must contain at least 5 characters, with both letters and
Confirm P	Password
	Continue
leturn to l	ogin

Contact Us | MHT Grants

* Required before final submission	Save & Finish Later Next  Instructions	Printer Friendly Version   E-mail Draft		
Overview				
* Organization Name      * Grant Project Title	ested.			
FY2020 MARYLAND HERITAGE AREAS PROGRAM CAPITAL GRANT APPLICATION  Application Deadling (pulses submission):				

#### Please read the following instructions before beginning your application:

- This grant application is for capital projects, i.e. projects relating to construction activities.
- · Funds awarded in this application round will be available no sooner than July 11, 2019.
- Please review the <u>program guidelines</u> before beginning your grant application. The guidelines contain important information about grant amounts, project selection criteria, matching requirements, eligible costs, eligible applicants, and project timeline.

11:59 pm on your local heritage area's deadline (see page 16 of the Grant Guidelines).

The Maryland Heritage Areas Program Capital Grant promotes acquisition, development (construction), rehabilitation, and restoration projects that support and create heritage tourism infrastructure within the 13 Certified Heritage Areas.

- We strongly recommend that you contact your local heritage area staff before applying to be sure your project is eligible and to obtain appropriate guidance.
- . The grant application must be submitted online with all attachments by 11:59 p.m. on your local heritage area's deadline (see the Grant Guidelines).
- Please note that all questions with a red asterisk (\*) require answers. You will not be allowed to submit your application without first answering these questions, or uploading the required documents.

Instructions Project Design Budget Property Urgency Impact Access & Outreach Project Mgmt Support Applicant Organizational Background Release Attachments Review My Application

. When you have submitted your application successfully, you will see a confirmation message on the screen, and you will receive a confirmation e-mail.

#### Notes on completing the online application:

- Please review the "Quick Start" guide available HERE before beginning your grant application. This document will give you valuable tips on how to use the online application system.
- For assistance with the online application process, please contact mht.grants@maryland.gov.

## General Tips for the Online System:

All fields with a red asterisks (\*) are required.

You can spell-check text boxes that have a checkmark ( $\checkmark$ ) next to them.

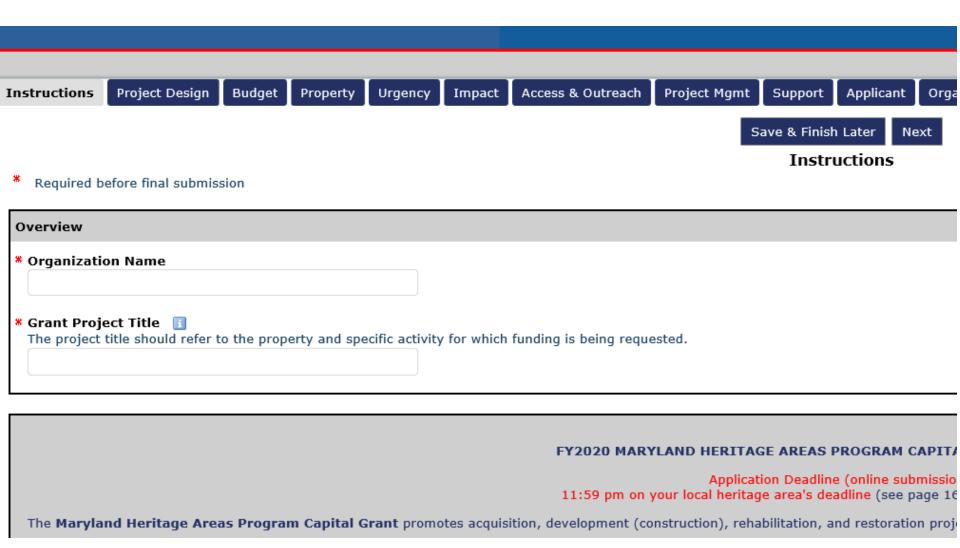
Word limits are listed below each text entry box. They do not show up on the printer-friendly version.

You can move from page to page by clicking the tabs along the top of the page.

Pages save when you click **Next** to access the next page. To manually save, click **SAVE and Finish Later**.

• "SAVE and Finish Later" will bring you back to the first Tab of the application.

Always have your answers saved in another document (not just the online form!).





Contact Us | MHT Grant

Applicant

Organizational Background

Release

Attachments

Review My Application

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Next

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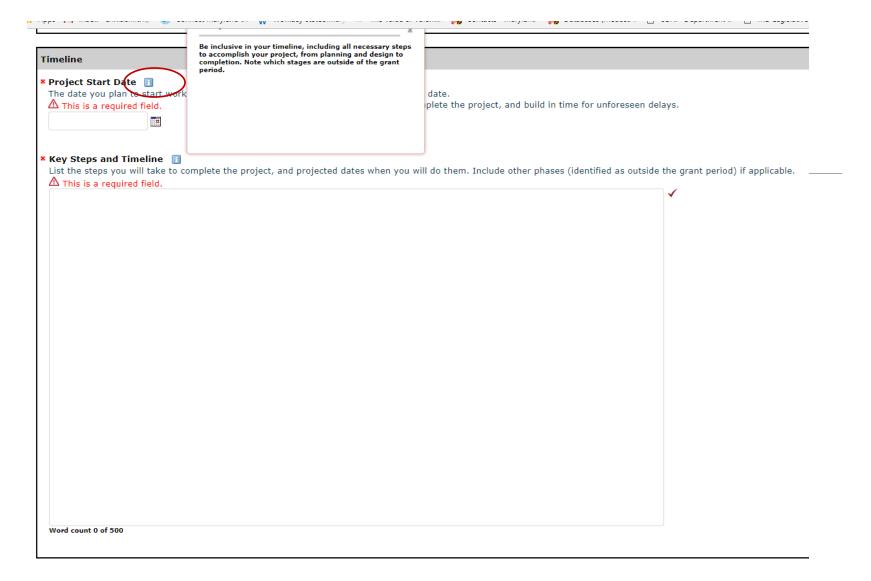


#### OGRAM CAPITAL GRANT APPLICATION

online submission):

ine (see page 16 of the Grant Guidelines).

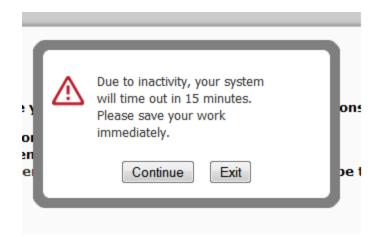
restoration projects that support and create heritage tourism infrastructure within the 13 Certified Heritage Areas.

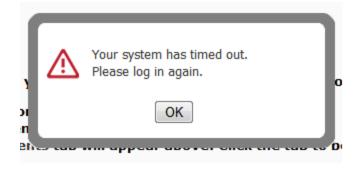




### Save Your Work:

The system will time out after 45 Minutes





If you do not save before it times out, you will lose your work.

Even if you are typing, if you haven't saved or changed pages, the system thinks you aren't active.

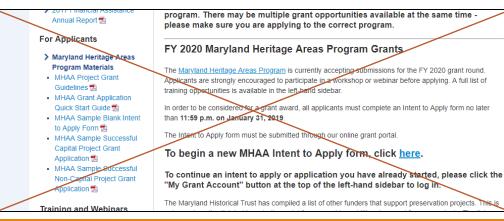
## Continue Your Intentto-Apply or Application:

To get back to a saved Intent to Apply or application form in progress, go directly to the **My Grant Account** page (2 ways to access):

- https://www.grantrequest.co m/SID 1777/?SA=AM
- Click the My Grant Account button on the MHT website

Do not click on the link to the Intent to Apply once you have begun your application – that will start a new application





## Submitting your Intent To Apply

After you Review your Intent to Apply, print a copy for your records.

You can print a copy by clicking the Printer-Friendly Version link in the upper right corner.

When you are ready, and have reviewed the document for errors, Click Submit. You won't see a submit button until you have clicked Review.

You will see a confirmation message at the top of the page and receive an email confirmation,

### Begin Your Full Application

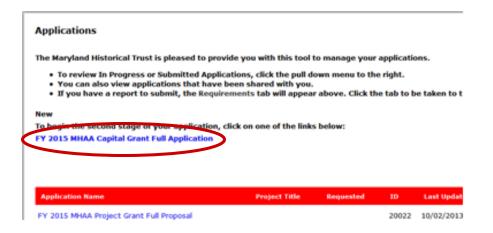
Once you submit an Intent to Apply form and MHAA staff process your Intent to Apply form, the full application will be released to your online account.

You will access it by logging into "My Grant Account."

Consult with your local heritage area staff before beginning your full application. They will give you feedback that can help your application.

### Begin Your Full Application

In your online account, in the upper left corner, under "New," you will see the link to begin the full application.



#### Applications

The Maryland Historical Trust is pleased to provide you with this tool to manage your applications.

- . To review In Progress or Submitted Applications, click the pull down menu to the right.
- You can also view applications that have been shared with you.
- If you have a report to submit, the Requirements tab will appear above. Click the tab to be taken to the Requirements page.



### **Uploading Documents**

Click the **Browse** button next to the upload field.

Browse to the location of the document on your computer.

Highlight the document and click **Open**.

Click the **Upload** button.

Note – On the Attachments tab, you will need to title your uploads



### Attachments Tab



#### **Uploaded Files**

 Title
 File Name
 Uploaded

 example
 MHAA FY2017 amended budget 5-7-18.xls
 12/19/2018

Total size of uploaded files

Available

Please use this page to upload the following types of items:

- Photographs,
- Photograph Descriptions,
- · Architectural or Engineering Drawings Specifications or Reports,
- Historic Structures Reports or Archeological Studies,
- · Contractors' Estimates as directly relevant to the proposed project,
- · Other items you wish to include, or
- Other items you were not able to upload earlier in your application.

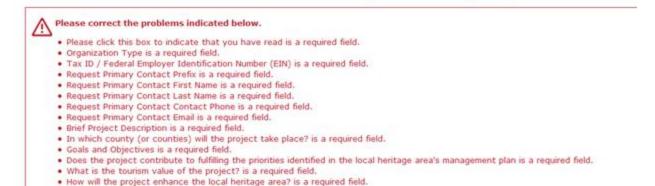
### Reviewing Your Application

Your application is complete when:

- You have filled in all required fields
- You have uploaded all required documents

When that is all done, you will click the **Review My Application** tab.

If you have missed any required items, they will be identified in red.



### Submitting Your Application

You must resolve all outstanding problems before you will see a **Submit** button.

Keep in mind that while some fields are not required to hit submit (no red asterisk), that does not mean you should leave fields blank – if indicated in the text, and they apply to you, they are still required.

When you submit, you will receive confirmation on the screen and confirmation via email.

You cannot make any changes to an application once it has been submitted, unless it is "released" back to you.

### Any Questions?

Andrew Arvizu
Assistant Administrator
410-697-9514
andrew.arvizu@maryland.gov

Jennifer Ruffner Administrator 410-697-9586 jen.ruffner@maryland.gov



mht.maryland.gov/heritageareas.shtml